Note for Galeotti, Kay

From: Carr, Michele (LBC)

Date: Mon, Sep 8, 1997 5:24 PM

Subject: 1998 Basic Media Plan

To: Capreol, Gary; Galeotti, Kay

Cc: Leslie BLEDSOE; Kristin HORLACHER

Kay/Gary:

Hope this will clarify all the additions and changes made to the 1998 Basic Media Plan since the budget was increased to $28.0MM and Florida markets were dropped from the market list.

Our preliminary Media Plan Options presented on Aug 12th included a "Markets with Potential" option at $26.5MM, in-line with our media budget. After discussions about the inflation numbers and re-adding some Tier IIB markets back into the plan, the Basic budget was increased to $28.0MM.

With the additional $1.5MM, we re-added four Tier IIB markets, specifically, Minneapolis, Phoenix, Jacksonville and Orlando for 7 months. These four markets totaled $1.6MM so we decreased print expenditures by $100M.

The next issue that came up was Florida markets. The four Florida markets on Basic's market list totaled $1.6MM. Here is the breakout:

Tier IIA	Total Cost	# of Months
Pensacola	$368.2M	9
Tampa	$694.7M	9
Tier IIB		
Jacksonville	$282.6M	7
Orlando	$281.4M	7
TOTAL	$1,626.9M	

We used these dollars to add one more Tier IIB market to the list, St. Louis, and increase the number of Tier IIB months from 7 months to 9 months. Tier IIB's revised cost is $1.7MM. Combined with the Tier IIA cost of $4.7MM, you get the current Tier II projected cost of $6.4MM.

The breakout is now:

OOH-	$18.5MM
Truckstops	$ .2MM

Source: https://www.industrydocuments.ucsf.edu/docs/npmm0004

TOTAL OOH $18.7MM

Print $ 9.1MM
Military $ .2MM
TOTAL PRINT $ 9.3MM

TOTAL 1998 BUDGET $28.0MM

Please call with questions

Michele

Source: https://www.industrydocuments.ucsf.edu/docs/npmm0004